

This listing of claims will replace all prior versions,
and listings, of claims in the application:

Claims 1-22 (canceled)

1 Claim 23 (currently amended): A computer-implemented
2 method comprising:
3 a) accepting, with a computer system including at
4 least one computer on a network, ad information
5 associated with an ad;
6 b) determining, with the computer system, at least
7 one of (1) a candidate concept having an associated
8 value and (2) a candidate concept indicator having
9 an associated value using the accepted ad
10 information;
11 c) presenting, with the computer system, the
12 determined at least one candidate concept and
13 candidate concept indicator to an advertiser;
14 [[and]]
15 d) determining, with the computer system, a
16 representation of the concept targeting information
17 for the ad using, at least, advertiser feedback to
18 the presented at least one candidate concept and
19 candidate concept indicator; and
20 e) adjusting, with the computer system, the value
21 associated with the at least one of (1) a candidate
22 concept and (2) a candidate concept indicator using
23 the accepted advertiser feedback.

1 Claim 24 (currently amended): The computer-implemented
2 method of claim 23 further comprising:

3 f [[e]]) determining, with the computer system, at
4 least one of (1) a further candidate concept having
5 an associated value and (2) a further candidate
6 concept indicator having an associated value using
7 advertiser feedback; and
8 g [[≠]]) presenting, with the computer system, the
9 determined at least one further candidate concept
10 and further candidate concept indicator to the
11 advertiser.

1 Claim 25 (previously presented): The
2 computer-implemented method of claim 23 wherein the
3 candidate concept indicator is a previously processed
4 search query to which the ad would have been relevant.

1 Claim 26 (currently amended): A computer-implemented
2 method comprising:
3 a) accepting, with a computer system including at
4 least one computer on a network, targeting criteria
5 information associated with an ad;
6 b) determining, with the computer system, at least
7 one targeting concept having an associated value
8 using at least the accepted targeting criteria
9 information;
10 c) determining, with the computer system, a
11 representation of the determined at least one
12 targeting concept; [[and]]
13 d) associating, with the computer system, the
14 determined representation with the ad;
15 e) adjusting, with the computer system, the value
16 associated with the at least one targeting concept

17 using at least information from other ads using the
18 same or similar targeting criteria information; and
19 f) storing, with the computer system, the adjusted
20 value in association with the at least one targeting
21 concept and in association with the ad.

Claim 27 (canceled)

1 Claim 28 (currently amended): A computer-implemented
2 method for determining concepts of a request, the method
3 comprising:
4 a) accepting, with a computer system including at
5 least one computer on a network, request
6 information;
7 b) determining, with the computer system, at least
8 one concept having an associated value using the
9 request information;
10 c) generating, with the computer system, a
11 representation of the determined at least one
12 concept, wherein ~~[[a score of least one of]]~~ the
13 value associated with the determined at least one
14 ~~[[concepts]]~~ concept in the generated representation
15 is adjusted using performance information of
16 advertisements that have been served pursuant to the
17 concept; and
18 d) storing, with the computer system, the adjusted
19 value in association with the at least one concept.

1 Claim 29 (previously presented): The
2 computer-implemented method of claim 28 wherein the at
3 least one concept includes a "no concept" concept.

1 Claim 30 (previously presented): The
2 computer-implemented method of claim 28 wherein the
3 performance information is advertisement selection
4 information.

1 Claim 31 (previously presented): The
2 computer-implemented method of claim 28 wherein the
3 performance information is conversion information.

1 Claim 32 (currently amended): A computer-implemented
2 method for adjusting a ~~[[score of a]]~~ value associated
3 with a concept relative to a request, the method
4 comprising:

- 5 a) tracking, with a computer system including at
6 least one computer on a network, performance
7 information of advertisements served pursuant to the
8 concept; [[and]]
9 b) adjusting, with the computer system, the ~~[[score~~
10 ~~of]]~~ value associated with the concept relative to
11 the request using the tracked performance
12 information; and
13 c) storing, with the computer system, the adjusted
14 value in association with the concept relative to
15 the request.

1 Claim 33 (currently amended): The computer-implemented
2 method of claim 32 wherein ~~[[the act of]]~~ adjusting the
3 ~~[[score]]~~ value associated with the concept relative to
4 the request includes increasing the ~~[[score]]~~ value
5 associated with the concept relative to the request if
6 the tracked performance information is above a threshold
7 performance level.

1 Claim 34 (currently amended): The computer-implemented
2 method of claim 32 wherein ~~[[the act of]]~~ adjusting the
3 ~~[[score]]~~ value associated with the concept relative to
4 the request includes decreasing the ~~[[score]]~~ value
5 associated with the concept relative to the request if
6 the tracked performance information is below a threshold
7 performance level.

1 Claim 35 (currently amended): The computer-implemented
2 method of claim 32 wherein ~~[[the act of]]~~ adjusting the
3 ~~[[score]]~~ value associated with the concept relative to
4 the request uses the tracked performance of the concept
5 relative to tracked performance of at least one other
6 concept.

1 Claim 36 (previously presented): The
2 computer-implemented method of claim 32 wherein the
3 performance information is advertisement selection
4 information.

1 Claim 37 (previously presented): The
2 computer-implemented method of claim 32 wherein the
3 performance information is conversion information.

Claims 38-59 (canceled)

1 Claim 60 (currently amended): Apparatus comprising:
2 at least one processor;
3 at least one communications interface; and
4 at least one storage device, the storage device
5 storing program instructions which, when executed by the
6 at least one processor, perform a method including:

- 7 a) accepting ad information;
8 b) determining at least one of (1) a candidate
9 concept having an associated value and (2) a
10 candidate concept indicator having an associated
11 value using the accepted ad information;
12 c) presenting the determined at least one candidate
13 concept and candidate concept indicator to an
14 advertiser; ~~[[and]]~~
15 d) determining a representation of the concept
16 targeting information for the ad using, at least,
17 advertiser feedback to the presented at least one
18 candidate concept and candidate concept indicator;
19 and
20 e) adjusting the value associated with the at least
21 one of (1) a candidate concept and (2) a candidate
22 concept indicator using the accepted advertiser
23 feedback.

- 1 Claim 61 (currently amended): The apparatus of claim 60
2 wherein the stored program instructions which, when
3 executed by the at least one processor, perform a method
4 further including:
5 f ~~[[e]]~~) determining at least one of (1) a further
6 candidate concept having an associated value and (2)
7 a further candidate concept indicator having an
8 associated value using advertiser feedback; and
9 g ~~[[f]]~~) presenting the determined at least one
10 further candidate concept and further candidate
11 concept indicator to the advertiser.

1 Claim 62 (original): The apparatus of claim 60 wherein
2 the candidate concept indicator is a previously processed
3 search query to which the ad would have been relevant.

1 Claim 63 (currently amended): Apparatus comprising:
2 at least one processor;
3 at least one communications interface; and
4 at least one storage device, the storage device
5 storing program instructions which, when executed by the
6 at least one processor, perform a method including:
7 a) accepting targeting criteria information
8 associated with an ad;
9 b) determining at least one targeting concept
10 having an associated value using at least the
11 accepted targeting criteria information;
12 c) determining a representation of the determined
13 at least one targeting concept; ~~[[and]]~~
14 d) associating the determined representation with
15 the ad;
16 e) adjusting the value associated with the at least
17 one targeting concept using at least information
18 from other ads using the same or similar targeting
19 criteria information; and
20 f) storing the adjusted value in association with
21 the at least one targeting concept and in
22 association with the ad.

Claim 64 (canceled)

1 Claim 65 (currently amended): Apparatus for determining
2 concepts of a request, the apparatus comprising:

3 at least one processor;
4 at least one communications interface; and
5 at least one storage device, the storage device
6 storing program instructions which, when executed by the
7 at least one processor, perform a method including:
8 a) accepting request information;
9 b) determining at least one concept having an
10 associated value using the request information;
11 c) generating a representation of the determined at
12 least one concept, wherein ~~[[a score of least one~~
13 ~~of]]~~ the value associated with the determined at
14 least one [[concepts]] concept in the generated
15 representation is adjusted using performance
16 information of advertisements that have been served
17 pursuant to the concept; and
18 d) storing the adjusted value in association with
19 the at least one concept.

1 Claim 66 (original): The apparatus of claim 65 wherein
2 the at least one concept includes a "no concept" concept.

1 Claim 67 (original): The apparatus of claim 65 wherein
2 the performance information is advertisement selection
3 information.

1 Claim 68 (original): The apparatus of claim 65 wherein
2 the performance information is conversion information.

1 Claim 69 (currently amended): Apparatus for adjusting a
2 ~~[[score of a]]~~ value associated with a concept relative
3 to a request, the apparatus comprising:
4 at least one processor;

5 at least one communications interface; and
6 at least one storage device, the storage device
7 storing program instructions which, when executed by the
8 at least one processor, perform a method including:
9 a) tracking performance information of
10 advertisements served pursuant to the concept;
11 ~~[[and]]~~
12 b) adjusting the ~~[[score of]]~~ value associated with
13 the concept relative to the request using the
14 tracked performance information; and
15 c) storing, with the computer system, the adjusted
16 value in association with the concept relative to
17 the request.

1 Claim 70 (currently amended): The apparatus of claim 69
2 wherein ~~[[the act of]]~~ adjusting the ~~[[score]]~~ value
3 associated with the concept relative to the request
4 includes increasing the ~~[[score]]~~ value associated with
5 the concept relative to the request if the tracked
6 performance information is above a threshold performance
7 level.

1 Claim 71 (currently amended): The apparatus of claim 69
2 wherein ~~[[the act of]]~~ adjusting the ~~[[score]]~~ value
3 associated with the concept relative to the request
4 includes decreasing the ~~[[score]]~~ value associated with
5 the concept relative to the request if the tracked
6 performance information is below a threshold performance
7 level.

1 Claim 72 (currently amended): The apparatus of claim 69
2 wherein ~~[[the act of]]~~ adjusting the ~~[[score]]~~ value

3 associated with the concept relative to the request uses
4 the tracked performance of the concept relative to
5 tracked performance of at least one other concept.

1 Claim 73 (original): The apparatus of claim 69 wherein
2 the performance information is advertisement selection
3 information.

1 Claim 74 (original): The method of claim 69 wherein the
2 performance information is conversion information.

1 Claim 75 (currently amended): The computer-implemented
2 method of claim 23 further comprising:
3 f ~~[[e]]~~ using the determined representation of the
4 concept targeting information for the ad to
5 determine a similarity of the ad to a request for
6 ads.

1 Claim 76 (currently amended): The computer-implemented
2 method of claim 23 wherein the representation of the
3 concept targeting information includes a plurality of
4 concepts, each having a ~~[[sexe]]~~ value.

1 Claim 77 (new): The computer-implemented method of claim
2 23 further comprising:
3 f) using the adjusted value associated with the at
4 least one of (1) a candidate concept and (2) a
5 candidate concept indicator to control the serving
6 of the ad.

1 Claim 78 (new): The computer-implemented method of claim
2 26 further comprising:

3 g) using the adjusted value stored in association
4 with the at least one targeting concept and in
5 association with the ad to control the serving of
6 the ad.

1 Claim 79 (new): The computer-implemented method of claim
2 28 further comprising:

3 e) using the adjusted value stored in association
4 with the at least one concept to control the serving
5 of at least one ad.

1 Claim 80 (new): The computer-implemented method of claim
2 32 further comprising:

3 d) using the adjusted value stored in association
4 with the concept relative to the request to control
5 the serving of at least one ad.

1 Claim 81 (new): The computer-implemented method of claim
2 77 wherein controlling the serving of the at least one ad
3 includes

4 1) determining at least one concept having an
5 associated value and being associated with a
6 request;
7 2) determining, for the ad, a similarity with
8 the request using, at least, the at least one
9 of (1) a candidate concept and its associated
10 value and (2) a candidate concept indicator and
11 its associated value, and the at least one
12 concept and its associated value associated
13 with the request;
14 3) determining, for the ad, a score using at
15 least the determined similarity; and

16 4) determining whether and how to serve the ad
17 using at least the determined score.

1 Claim 82 (new): The computer-implemented method of claim
2 79 wherein controlling the serving of the at least one ad
3 includes

4 1) accepting a plurality of ads, each of the
5 ads having at least one associated targeting
6 concept having an associated value;
7 2) determining, for each of the plurality of
8 ads, a similarity with the request using, at
9 least, the at least one targeting concept and
10 its associated value associated with the ad,
11 and the at least one concept and its associated
12 value associated with the request;
13 3) determining, for each of the plurality of
14 ads, a score using at least the determined
15 similarity; and
16 4) determining whether and how to serve at
17 least one of the plurality of ads using at
18 least the determined score.

1 Claim 83 (new): The computer-implemented method of claim
2 80 wherein controlling the serving of the at least one ad
3 includes

4 1) accepting a plurality of ads, each of the
5 ads having at least one associated targeting
6 concept having an associated value;
7 2) determining, for each of the plurality of
8 ads, a similarity with the request using, at
9 least, the at least one targeting concept and
10 its associated value associated with the ad,

11 and the concept relative to the request and its
12 associated value;
13 3) determining, for each of the plurality of
14 ads, a score using at least the determined
15 similarity; and
16 4) determining whether and how to serve at
17 least one of the plurality of ads using at
18 least the determined score.

1 Claim 84 (new): The computer-implemented method of claim
2 23
3 wherein the at least one of (1) a candidate concept
4 and (2) a candidate concept indicator is a representation
5 of meaning that is determined by analyzing a sequence of
6 at least one of (A) word searches and (B) user actions as
7 the result of word searches, and
8 wherein the at least one of (1) a candidate concept
9 and (2) a candidate concept indicator includes context
10 information.

1 Claim 85 (new): The computer-implemented method of claim
2 26 wherein the targeting concept is a representation of
3 meaning that is determined by analyzing a sequence of at
4 least one of (A) word searches and (B) user actions as
5 the result of word searches and wherein the targeting
6 concept include context information.

1 Claim 86 (new): The computer-implemented method of claim
2 28 wherein the concept is a representation of meaning
3 that is determined by analyzing a sequence of at least
4 one of (A) word searches and (B) user actions as the

5 result of word searches and wherein the concept include
6 context information.

1 Claim 87 (new): The computer-implemented method of claim
2 32 wherein the concept is a representation of meaning
3 that is determined by analyzing a sequence of at least
4 one of (A) word searches and (B) user actions as the
5 result of word searches and wherein the concept include
6 context information.